

2045867645

## SHIPMENT ACTIVITY THROUGH W/O 1/13/95

	SHIPMENT VOLUME (MM)			SHIPMENT SHARE (%)			INCOME FROM OPERATIONS		
	1994	1995 <sup>a</sup>	1995 <sup>a</sup>	1994	1995 <sup>a</sup>	1995 <sup>a</sup>	1994	1995 <sup>a</sup>	1995 <sup>a</sup>
Q 1	49.7	53.5	53.5	43.1	45.6	45.6			
Q 2	57.9	56.9	56.9	45.8	45.8	45.8			
Q 3	57.1	55.5	55.5	44.9	45.9	45.9			
Q 4	54.7	53.7	53.7	45.6	45.5	45.5			
Full Year	219.4	219.5	219.5	44.8	45.7	45.7			

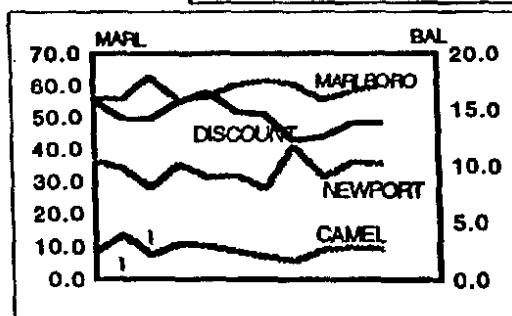
	WEEKLY GOING RATES w/o 1/13/95					SHIPMENT SHARE w/o 1/13/95				PRICING w/o 12/31/94			
	4Q 1994	Q1 1995	WEEK	QTD		WEEK	13WM	QTD		WEEK	4WM	4 WAGO	
MARL	2,738	2,585	2,010	2,186		27.9		29.4		LOWEST	\$1.33	\$1.32	\$0.00
OPB	664	642	587	638		8.1		8.0		\$ GAP	\$0.55	\$0.60	(\$0.04)
PM DISC	785	831	587	638		8.1				% GAP	11.4%	45.5%	0.0%
PM-USA TOT	4,265	4,131	3,184	3,398		44.1		46.0		\$0.99 %	15%	15%	-1%
INDUSTRY			2,213	2,165									

<sup>a</sup>Q1 1995 adj 600 mil MCS units

	INVENTORY EXCESS (MM)				MCLANE SUMMARY (MM)		
	LAST QTR	YAGO	WEEK		WEEK	QTD	YTD
PM-USA				INBOUND			
RJR				OUTBOUND			
INDUSTRY				NET CHG			

## 1995 PERFORMANCE BENCHMARKS (%)

	PM	MARL	OPB	VA SLIMS	B&H	MERIT	BASIC SOC	PL SOM	DISCOUNT	LOWEST	\$ GAP	% GAP
SHIPMENTS												
NIELSEN	46.6	29.4	8.3	2.7	2.2	2.6	15.0	7.1	32.2			



## YOUNG ADULT SMOKER VOLUMETRIC SHARES: LATEST 12 MONTHS

	1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
1	56.2	55.5	62.7	55.2	56.3	60.1	61.2	60.5	55.5	58.0	59.7		
2	15.7	14.1	14.1	15.6	16.5	14.8	14.5	12.2	12.5	13.8	13.7		
3	10.4	9.7	8.0	10.1	8.9	9.1	7.9	11.7	8.9	10.3	10.1		
4	8.2	13.5	7.4	10.8	10.0	8.4	6.7	5.5	9.1	9.8	9.2		

Source: PM Tracking